

**AMENDMENTS TO CLAIMS:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended) A method for converting between color space formats, comprising:

identifying a first color space format;

selecting both an offset parameter and a scale parameter associated with the first color space format;

identifying a conversion matrix configured to convert values associated with the first color space format to a second color space format; and

determining when to apply the offset parameter and the scale parameter ~~in relation to either before or after~~ application of the conversion matrix.

2. (Original) The method of claim 1, wherein the method operation of determining when to apply the offset parameter and the scale parameter in relation to application of the conversion matrix includes,

identifying the first color space format as a YUV based color format and the second color space format as an RGB based color format;

applying the offset parameter and the scale parameter prior to the application of the conversion matrix.

3. (Original) The method of claim 1, wherein the method operation of determining when to apply the offset parameter and the scale parameter in relation to application of the conversion matrix includes,

identifying the first color space format as an RGB based color format and the second color space format as a YUV based color format;

applying the offset parameter and the scale parameter after the application of the conversion matrix.

4. (Original) The method of claim 2, further comprising:

manipulating a color balance characteristic associated with the RGB based color format; and

outputting data associated with the RGB based color format.

5. (Original) The method of claim 4, wherein the method operation of manipulating a color balance characteristic associated with the RGB based color format includes, defining an other offset parameter;

applying the other offset parameter after the application of the conversion matrix to the values.

6. (Original) The method of claim 1, wherein the method operation of selecting both an offset parameter and a scale parameter associated with the first color space format includes,

adjusting one of a brightness characteristic and a hue characteristic through a value associated with the offset parameter.

7. (Original) The method of claim 1, wherein the method operation of selecting both an offset parameter and a scale parameter associated with the first color space format includes,

adjusting a color balance characteristic through a value associated with the offset parameter.

8. (Original) The method of claim 1, wherein the method operation of selecting both an offset parameter and a scale parameter associated with the first color space format includes,

adjusting one of a contrast characteristic and a saturation characteristic through a value associated with the scale parameter.

9. (Currently Amended) A computer readable medium having program instructions for converting between color space formats, comprising:

program instructions for identifying a first color space format;

program instructions for selecting both an offset parameter and a scale parameter associated with the first color space format;

program instructions for identifying a conversion matrix configured to convert values associated with the first color space format to a second color space format; and

program instructions for determining when to apply the offset parameter and the scale parameter ~~in relation to~~ either before or after application of the conversion matrix.

10. (Original) The computer readable medium of claim 9, wherein the program instructions for determining when to apply the offset parameter and the scale parameter in relation to application of the conversion matrix includes,

program instructions for identifying the first color space format as a YUV based color format and the second color space format as an RGB based color format;

program instructions for applying the offset parameter and the scale parameter prior to the application of the conversion matrix.

11. (Original) The computer readable medium of claim 9, determining when to apply the offset parameter and the scale parameter in relation to application of the conversion matrix includes,

program instructions for identifying the first color space format as an RGB based color format and the second color space format as a YUV based color format;

program instructions for applying the offset parameter and the scale parameter after the application of the conversion matrix.

12. (Original) The computer readable medium of claim 9, wherein the program instructions for selecting both an offset parameter and a scale parameter associated with the first color space format includes,

program instructions for adjusting one of a brightness characteristic and a hue characteristic through a value associated with the offset parameter.

13. (Original) The computer readable medium of claim 9, wherein the program instructions for selecting both an offset parameter and a scale parameter associated with the first color space format includes,

program instructions for adjusting a color balance characteristic through a value associated with the offset parameter.

14. (Original) The computer readable medium of claim 9, wherein the program instructions for selecting both an offset parameter and a scale parameter associated with the first color space format includes,

program instructions for adjusting one of a contrast characteristic and a saturation characteristic through a value associated with the scale parameter.

15-27. (Cancelled)

28. (Previously Presented) A display controller for performing the method recited in claim 1.

29. (Previously Presented) An integrated circuit for performing the method recited in claim 1.

30. (Previously Presented) The integrated circuit of claim 29, wherein the integrated circuit is incorporated into a handheld electronic device having a liquid crystal display (LCD).